

Señorios de Relleu®

Aceite de Oliva Virgen Extra • Extra Virgin Olive Oil

Branding and communication guidelines

Compromiso de Calidad Turística

ENTIDAD ADHERIDA CREATURISME

COMUNITAT VALENCIANA AGROTURISMO

OLIVARES vivos



ORIGIN

Señoríos de Relleu is the outcome of **Eliseo Quintanilla Almagro's** curiosity, experience and origin. Born into a farming family in rural Cartagena, he decided early on in life to work in the world of **pharmaceuticals**, studying plants in search of purely natural means of making people feel better.

More than 20 years ago this led him to research the beneficial health properties of **oleuropein**, found in olive leaves. This was the start of a close bond with olive trees, a love he has wholeheartedly instilled into his **youngest son Hugo** since childhood.



Hugo Quintanilla
Environment engineer



LOCATION AND TERRAIN

The Masia Teuladi farmhouse, built in **1918**, is only **10 km from the sea** and nestles in a valley of almond groves and Aleppo pines, where gentle Mediterranean breezes take the edge off the often harsh mountain weather. Here, among the terraces, is where Eliseo and Hugo set up Señoríos de Relleu.

The chalky clay loam soil found in this area makes this the perfect spot for growing **native varieties** such as Manzanilla Villalonga, Blanqueta, Changlot Real, Alfafara and Genovesa alongside the highly prized **Arbequina** variety.

PIONEERS IN CONVEYING EMOTIONS WITH ALL 5 SENSES

Passionate people, places and projects infect everyone around them with their enthusiasm.

We want to share that passion with you, so this **naïve-art style aluminium bottle designed by Paula Alenda** shows the people who founded Señoríos de Relleu, the mountains, the Mediterranean, the Finca Teuladi estate **("teuladi" means sparrow in Valencian)**, the oil press, awards obtained at Terraolivo (Israel) and in Los Angeles (USA), and of course the olive trees and their fruit, whose delicious juice it contains.

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OUR STORY

Masia Teuladí (Gorrión en valenciano) construida en 1918,
a 429 m de altitud y a tan solo 10 Km. del Mar Mediterráneo

The Masia Teuladí farmhouse ("teuladí" means "sparrow" in Valencian), built in 1918, is set at an altitude of 429 metres and only 10 km from the Mediterranean Sea.





WE ARE A GASTRONOMIC GIFT

To fully preserve the first-class nutritional and sensory properties of **EVOO** (Extra Virgin Olive Oil), we decided to produce an innovative **unbreakable, lightweight, hardwearing, recyclable and easy to use** aluminum bottle that protects its contents from direct light.



OUR VARIETIES

Native varieties have their very own style, which typically features an excellent aroma, a fresh fruity flavour of freshly cut grass, combined with balance, **stability and complete harmony**, allowing complex pairings to be made.

We have a very **small production** because we produce oil only from our **own trees** and we have our **own mill. Respecting the nature** that surrounds our trees is a priority. We manage **100 ha.** of área. They are all the product of a **great family passion**. This is all translated to local, **limited production with the highest quality.**

SUSTAINABILITY, BIODIVERSITY AND OLEODIVERSITY

A living collection to preserve, study and share the olive tree's varietal heritage.

· ORGANIC FARMING

We cultivate with respect for the soil the environment and natural balances.

· REGENERATIVE AGRICULTURE

We improve soil fertility and foster a living agricultural system.

· OLIVARES VIVOS

We promote biodiversity and highlight the olive grove as an ecosystem.

· CIRCULAR ECONOMY WITH WORMS

We transform organic residues into humus, closing the nutrient cycle.

· RENEWABLE ENERGY

We integrate renewable energy into our production activity.

· MOUNTAIN OLIVE GROVE

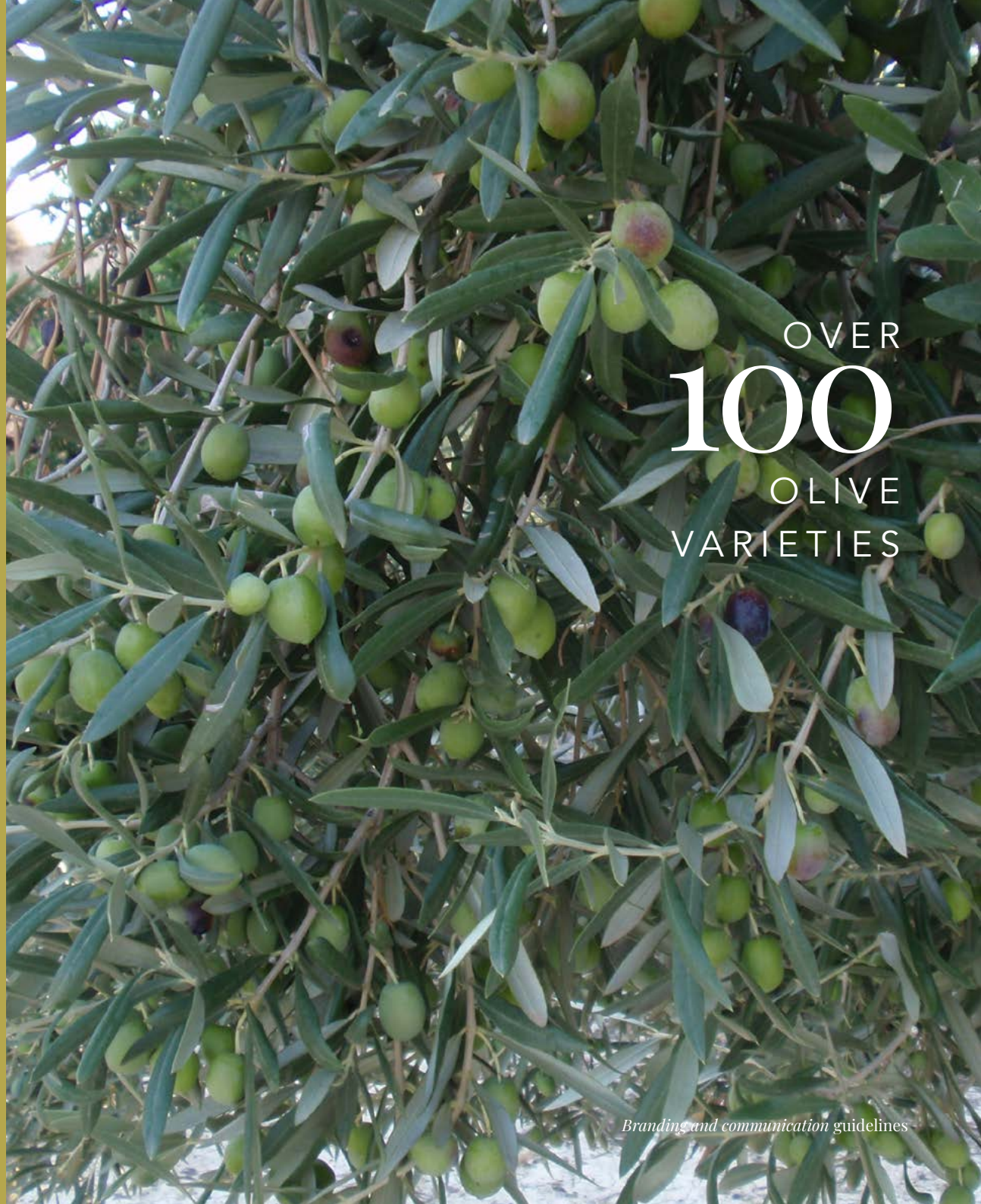
We cultivate in a singular environment to preserve the heritage of the Mediterranean olive grove.

· SPONSORSHIP OF MONUMENTAL OLIVE TREES

We preserve cultural and natural heritage, creating a living bond with the land.

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We harvest our own olives that we have nurtured with such care throughout the year in order to grind them within a few hours after they have been harvested. **This is all done in the same estate.** This way we obtain a high quality product, a real limited production olive juice.

KNOW THE WHOLE PROCESS

- **Early collection** in the middle of October.
- The time between harvesting and grinding the fruit **is reduced** as much as possible
- Once we have obtained the oil, we store it in **stainless steel containers.**
- **Bottling** in small lots.

I WANT TO KNOW MORE

OUR PRODUCT RANGE

All our **4 olive oils** are extra virgin, and from the same extraordinary quality. They are all Coupages (Blends) of varieties with different intensity, aromas and aftertaste.

The differences among them lie on the **different olive varieties** used for each one. And because of the use of different varieties, each oil tastes different to the rest.

Our production is environment friendly and one of our coupage is certified by organic means. Not only is the content extraordinary, **our packaging speaks for itself.**



DELICATE COUPAGE

MEDIUM COUPAGE

INTENSE COUPAGE

ORGANIC COUPAGE

INNOVATE DESIGN

UNBREAKABLE

RECYCABLE

LIGHTER THAN GLASS

HARDWEARING





"FIRST DAY OF HARVEST"

AGATHA RUIZ DE LA PRADA ♥

For years, at Señorios de Relleu, we had an unfinished goal: **to amaze our clients with a "1st Day of Harvest"** that meets the highest standards and truly delights them. To achieve this, **we needed an outstanding image, an extraordinary EVOO, and a meaningful story.**

Finally, at the beginning of 2024, during the ninth Cámara Business Club forum in Alicante, where Agatha Ruiz de la Prada was the guest speaker, we came up with the idea of creating something unique and special together.

WHAT COUPAGE DO YOU PREFER?



100 ml 3,40 fl.oz | **250 ml** 8,50 fl.oz | **500 ml** 16,90 fl.oz | **Gift box** 500 ml

DELICATE
COUPAGE

Olive varieties used:
60% Arbequina,
20% Manzanilla,
20% Alfafarenca, Blanqueta, Changlot Real y Genovesa



100 ml 3,40 fl.oz | **250 ml** 8,50 fl.oz | **500 ml** 16,90 fl.oz | **Gift box** 500 ml

INTENSE
COUPAGE

Olive varieties used:
40% Alfafara,
30% Changlot,
30% Arbequina, Blanqueta, Manzanilla and Genovesa



100 ml 3,40 fl.oz | **250 ml** 8,50 fl.oz | **500 ml** 16,90 fl.oz | **Gift box** 500 ml

MEDIUM
COUPAGE

Olive varieties used:
30% Changlot,
20% Alfafara,
50% Arbequina, Blanqueta, Manzanilla and Genovesa



100 ml 3,40 fl.oz | **250 ml** 8,50 fl.oz | **500 ml** 16,90 fl.oz | **Gift box** 500 ml

ORGANIC
COUPAGE

Olive varieties used:
30% Blanqueta,
30% Arbequina,
40% Changlot Real, Alfafara, Manzanilla and Genovesa

DO YOU LIKE TO SURPRISE?

GIFT BOXES

500 ml / 16,90 fl.oz



THE FAMILY

3x500 ml / 3x16,90 fl.oz



MEDITERRANEAN SENSATIONS



4x500 ml / 4x16,90 fl.oz



4x250 ml / 4x8,50 fl.oz



4x100 ml / 4x3,40 fl.oz

POCKET EDITION

3x100 ml / 3x 3,40 fl.oz



LA PÉRGOLA

Opción personalizable / Customizable option



3 SENSATIONS

3x250 ml / 3x8,50 fl.oz



3 PRICES

3x250 ml / 3x8,50 fl.oz

SINGLE DOSE 20 ml



BAG IN BOX 3L



A WORLD OF SENSATIONS



A QUICK COMPARISON: FOOD PAIRINGS

	DELICATE COUPAGE	MEDIUM COUPAGE	INTENSE COUPAGE	ORGANIC COUPAGE
FRUITNESS	★★★★	★★★★	★★★★	★★★★
INTENSITY	★★	★★★	★★★★	★★★★
SPICENESS	★★	★★★	★★★★	★★
BITTERNESS	★	★★	★★★	★★★
WHITE MEAT	✔	✔		✔
RED MEAT		✔	✔	✔
FISH (WHITE)	✔		✔	
FISH (OILY)	✔	✔		✔
VEGETABLES / SALADS	✔	✔	✔	✔
DESSERTS	✔	✔		✔
SOUPS / STEWS		✔	✔	
PASTA / RICE		✔	✔	✔
CHEESE	✔	✔	✔	✔

TASTING NOTES

DELICATE COUPAGE



Green Grass and Herbs



Banana

MEDIUM COUPAGE



Apple



Hints of aromatic herbs



Green Almonds

INTENSE COUPAGE



Green Grass and Herbs



Green Almonds



Plant of Tomato

ORGANIC COUPAGE



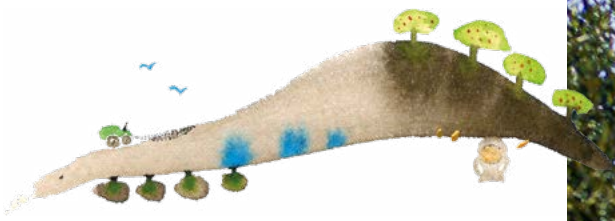
Banana



Plant of Tomato



Hints of flowers



OLIVE OIL TOURISM

Olive oil tourism is the new way to refer to EVOO (Extra Virgin Olive Oil) tourism. It's an alternative to the normal tourism. In Señoríos de Relleu we firmly bet on this way to distribute the knowledge and culture about the Olive tree and Olive

Do you want to come into a world of New Sensations and find out about Extra Virgin Olive Oil?

- **Visits** to the Teuladí Estate.
- **Tastings** and "pairing" our oil with dishes in restaurants, gastrobars and gourmet shops throughout Spain and – soon to come – abroad.
- Tastings and **talks** at gastronomic cookery schools throughout Spain.
- •Tastings and talks at **trade fairs**, etc.

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AWARDS & PRIZES

Señoríos de Relleu has been recognized for the excellence of its oils around the world.

Since 2011, more than 100 awards and prizes **to quality** worldwide in: Italy, Spain, United Kingdom, France, Germany, Japan, Israel, USA.

We must point out that we have not only been recognised because of the quality of our products, but also because of **our image, innovation and design, which are fully recognisable.**

Outstanding Quality Awards:

- Best oil from the Valencia Region (Spain)
- Best of Class. Los Angeles International (USA)
- 93 points in the FlosOlei Italian Guide Marco Oreggia (Italy)
- Gran Prestige Gold at Terraolivo (Israel) as one of the 20 best oils in the world
- Best oil (for three consecutive years) in the Wines and Oils Guide (Spain)

Outstanding Innovation and Design Awards:

- Presentation award in Salon de Gourmets in Madrid
- "Best Packaging Design" award for the design of our bottles and packs in the Los Angeles Competition (USA)
- Bronze medal in the Laus "Design Awards" in Barcelona.
- "Versatility" award in Salon de Gourmets in Madrid
- "Packaging" award in the Italian "La Forme Dell'Olio"



TASTING

Describes the sensations transmitted by Extra Virgin Olive Oil (EVOO).

a) Visual Sensations: Color
Fill 1/5 of a wine glass, in spite of its attractive colour, the colour of the oil is not taken into consideration by professional tasters because it should not influence the olfactory and taste perceptions of the taster.
In this case appearance, tonality and greasiness are observed.

b) Olfactory Sensations: Aromas
To appreciate the aromas we must warm the glass, then turn the glass around itself and identify: Fruity Green or Mature, Herb, Apple, Almond, Tomato, Banana, Fig, Hay……

c) Taste Sensations: Flavor and body
We must introduce in our mouth a little oil or small plates where bread can be dipped into the oil and perceive the: Bitter, Spicy, Texture, Flavor and Aftertaste.

10 THINGS THAT YOU SHOULD KNOW ABOUT EVOO

1.

It is really healthy!
The benefits of olive oil against cancer, diabetes, heart disease, osteoporosis, high blood pressure or obesity, are unrivaled.

2.

Cold Extraction / Cold Pressed
Back in pre-Industrial times, oil was made by literally pressing crushed olives. But today, producers use modern machines to separate oil. **Neither process uses heat**, but the older terminology somehow stuck, so people still look for the words "cold pressed" on labels as a sign of quality.

3.

Acidity
Olive oil acidity **has nothing to do with taste**. It is impossible for us to know if an olive oil has a more or less acidic taste only knowing it´s **level of acidity**. Level of Acidity indicates that the fruit of the olive has undergone less damage, a good EVOO should never exceed 0.4°.

4.

Produced in Spain
Lots of places make great EVOO - and Spain is the biggest producer and the most awarded worldwide.

5.

Filter or Unfilterd
Filtered and unfiltered oil have the **same health benefits and taste**. But there is one major difference between both and that is **shelf life**. The olive particles in unfiltered olive oil will accelerate the oxidation. **Filtering** helps maintain **stability** and preserve the healthy qualities of it.

6.

Identifying good olive oil
Look at the **label** for detailed information on origin, bottling or olive varieties used, and **smell** it when you open it; good extra virgin olive oil should smell **fresh and fruity**. You've Probably Been Drinking **Rancid Oil** Your Whole Life.

7.

Bitterness and spiciness
Both are good in oil. They indicate the presence of polyphenols - the antioxidants that help protect your cells from damage.

8.

Shelf life
Shelf life of unopened olive oil is approximately 2 years and 3 months for opened olive oil.

9.

Its storage
Olive oil should be **stored** away from sunlight in a fresh place, between 10°C and 23°C.

10.

Cooking with olive oil?
Yes, of course. It is the only oil in the world that can reach higher temperatures than 180 °C. But we better recommend drizzle some over the food after the cooking.

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